

ABSTRACT

Marketing management is the art and science of choosing target market and achieve the target market, retain and grow cutomers by creating, delivering, and communicating superior customer value.

This studi aims to determine how much influence the price, sales promotion and visitor satisfaction in hotel Bandung Giri Gahana Golf & Resort jatinangor. The method used is descriptive and verification with a population of 100 respondents. Data collection tehniques used were observation, interviews and distributing questionnaires. Data analysis method used is multiple linear regression, multiple correlation and coefficient of determination.

The result showed that the price, sales promotion and visitor satisfation in hotel Bandung Giri Gahana Golf & Resort Jatinangor could be quite good. . Coefficient of determination analysis show that price and sales promotion contribute to the 72,8% visitor satisfaction in hotel Bandung Giri Gahana Golf & Resort, while 27,2% remaining is influenced by other variables that is not examined. Price and sales promotion influence visitor satisfaction by 14,7% and 58,24% respectively. Hypothesis testing shows that there are simultaneous and partial effect from price and sales promotion on visitor sastisfaction.

Keywords : Price, Sales Promotion and Visitor Satisfaction